

DIRECTOR GENERAL OF FONTENELLE HOTEL—
William R. Burbank, president of the company which has
leased and is operating Omaha's new million-dollar hotel,
comes from a family of hotel men.



W. R. BURBANK

William P. Burbank, father of the two Burbanks who are managing the Fontenelle hotel, drove through Omaha in the year 1864, half a century ago. Omaha was hardly even a village then.

Mr. Burbank was driving an ox team from Pittsfield, Mass., to Helena, Mont. The wildest flight of fancy could not have pictured to that hardy pioneer what half a century would bring forth on the spot where he saw the beginning of Omaha.

Today his two sons are in charge of the finest and largest hotel of this fine, large city, a "million and a half dollar proposition."

William P. Burbank was a hotel man himself and his father, the grandfather of the present Burbanks, was also.

When William P. Burbank arrived from cloistered New England at wild and woolly Helena, Mont., at the end of his ox-drive, he worked in the Last Chance mine for three years.

He staked out a claim where the present capitol building stands in the city of Helena. In 1867 he returned to Pittsfield, riding down the Missouri river on the first boat that made the trip from St. Louis to Fort Benton, Mont.

The Burbank House.
 At Pittsfield he became manager of a hotel, which was named the Burbank house. Soon after arriving east he married. His first child was born in the Burbank house and was named William R. Burbank, now president and managing director of the company that operates the Fontenelle hotel.

William R. Burbank's title to being a crackerjack hotel man is clear by heredity.

Now, how is it by environment? Just as clear. He was born in a hotel that bore his own name. He was brought up in a hotel and he's been doing things connected with running hotels ever since he was knee-high to a grasshopper.

During his juvenile years, of course, he attended the public schools as all good boys do. And he topped this off by a

course at Yale and a year practicing law. But Boniface was stronger than Blackstone. He couldn't overcome the instinct of three generations. Back to hotels and happiness for William R.

Rise Was Rapid.
 His rise in the profession was rapid. The very best houses in the country sought his services and he has been connected in important capacities with such celebrated hostilities as the Manhattan hotel, the Holland House, the Waldorf-Astoria and the Hotel Astor, all in New York City. He was assistant manager of the Astor for two years. He was also assistant manager of the Yates hotel, Syracuse, N. Y., before becoming one of the managers of the New Onondaga hotel at Syracuse, which he left to become managing director of the new Fontenelle.

Abraham Burbank, assistant manager of the Fontenelle, is as much to the hotel born as is William. He, too, made his mundane debut in the Burbank hotel at Pittsfield, and he, too, has a long line of successes to his credit.

Doctor for Hotels.
 Edgar A. Walls of the International Hotel Brokerage company, once said to "Abe" Burbank, "You are a great doctor for sick hotel business." And Mr. Walls knows the personal qualifications of more hotel men than any other man in the United States.

"Abe" Burbank has held all important positions connected with hotels and is experienced in all departments.

He was assistant manager of the Ten Eyck, Albany, N. Y., the leading hotel of the Empire state's capital, located near the state house. He was manager of the Whitcomb House, Rochester, and of the Virginia hotel, Columbus, O. He opened successfully as manager the new Hotel Vermont on Lake Champlain, Burlington, Vt., and he was lately the manager of the Hotel Broedel, Buffalo, N. Y.

With all their experience both the Burbanks are young men today.

GREAT IS NAME OF FONTENELLE

Savants, Philosophers, Travelers,
 Scientists, Soldiers, Explorers,
 Indian Chiefs Bear Name.

LOGAN FONTENELLE, FRENCH

A great name is Fontenelle.

The men who have borne it have been savants, philosophers, travelers, scientists, soldiers and explorers.

In Omaha Fontenelle is associated chiefly with the name of a great Indian. But it must be remembered that Fontenelle is not an Indian name.

Logan Fontenelle bore that name because he was descended on his paternal side from a line of French, than whom there is none better.

It was, no doubt, this paternal strain of blood that made him the great man he was.

When Omaha's splendid new hotel was called the Fontenelle it was fitting in two ways.

It was fitting to call the finest hotel in Omaha after the greatest chief of the tribe of Omaha Indians who lies buried now at Bellevue only a few miles to the south.

It was doubly fitting because Fontenelle is so honored a French name and most of the nieces of hotel life and hotel development have come from the French.

Name Is French.
 The name itself is French, originally meaning a palace or residence of lords and great personages.

The culinary art by which hotels are largely judged and by which to a large degree they either succeed or fail, is distinctly French.

Therefore Fontenelle is a great name for a great hotel.

Logan Fontenelle was no doubt descended from the same family to which the great Bernard le Bouvier de Fontenelle belonged.

This great savant was a permanent secretary of the French Academy of Science.

He died in 1757 at the age of 100 years, lacking just one month.

But he was remarkable for many more things than his great age.

Two Distinct Men.

Sainte-Beuve in an essay on Fontenelle says:

"In the one Fontenelle there are two distinct men, although, after an attentive study, we always find it easy to detect the one individuality in the other."

"There is Fontenelle the 'bel-esprit,' the foppish, fastidious spark who was the insipid writer of odes and pastoral poems, the editor of the *Mercur* Galant and who was continually at war with Racine, Despreaux and La Fontaine—that Fontenelle appraised by De Vise and scourged by La Bruyere."

"The other Fontenelle was the disciple of Descartes—untrammeled in mind and broad of view—a man utterly devoid of any prepossessed ideas or opinions. Fully understanding the modern world and its scientific methods, he commanded the accurate reasoning powers necessary for the expounding of science. His logic was characterized by subtlety and discretion. He introduced into his illustrations a certain charm which conduced to soften the rigid outlines of science and conciliate those readers who are the least severe; in short, here was the Fontenelle of the Academy of Sciences, he who was the first and the most worthy organ of this scientific body which he himself conceived in all its grandeur and universality when naming it the States General of literature and intelligence."

Mother Was Clever.
 Bernard le Bouvier de Fontenelle was

born at Rouen, France, in February, 1657, and was a nephew on his mother's side of the two celebrated Cornelles. He remarked once, "My mother was clever; she belonged to the sect of the Quakers; she was a gentle, sweet woman, who would often say to me, My son, you will be damned; but the idea did not appear to cause her any sorrow."

In early youth Fontenelle evinced all the qualities of an exact and attentive mind. He first of all composed ingenious and subtle lines in Latin. Then he wrote elegant French verses.

He possessed a singular faculty of analysis and was gifted with a rare and delicate power of expression.

He visited Paris when he was quite young and after he was 18 he frequently journeyed to the capital. He did not take up his abode there, however, until he was about 30 years old.

Racine and Boileau ridiculed this fledgling who arrived by coach in Paris in the nick of time to find himself hired in a musical tragedy and applauded on his sonnet on Orontes.

Fontenelle had a singular way of discussing love making, or dissecting it thread by thread, while he explains its economy and "husbandry."

Fond of Women.
 "I will wait fifteen or twenty years," writes the Chevalier to the lovely ladies who correspond with him. "Time costs me nothing as regards such beautiful creatures as yourselves. Must it be years? Well, let it be years. I have nothing more agreeable to do. I will arouse you from your languor."

He told himself that he had a long life before him (as, indeed, he had) and could afford to wait for the fruits of the conquests he undertook.

"Love is the income of beauty," he says in another place, "and he who sees beauty without experiencing love, withholds its income in a manner that cries out for vengeance."

In his little treatise on "Happiness" he advocates, above all else, the importance

of looking to the material things of this life; and after we have justly estimated the amount of pleasure or trouble they may bring us he further exhorts us to merely cling to those objects on which we can depend and in which we find the greatest hope and the least uncertainty.

"It is merely a question of calculation," he remarks, "and wisdom should always hold counters in her hand."

Satirical Philosopher.
 Something of his satirical philosophy is seen in his statement: "We are by nature like a certain Athenian madman."

He believed that all the ships that landed at the port of Piraeus belonged to him. "Our madness consists in believing that the whole of nature, without exception, is destined for our use. And when our philosophers are asked the reason for the existence of such numbers of fixed stars of which a small quantity would suffice to perform the function they all perform, they coolly reply that the stars serve to rejoice their sight."

"Let man contemplate nature in its entirety, in its grand and lofty majesty. Let him cast from his sight the mean objects that surround him. Let him contemplate that dazzling light placed like an eternal lamp to illuminate the universe. Let the earth appear to him as a mere speck as compared with the vast circle that planet describes."

He looked at things in a decidedly "sensible and practical" light.

Illustrious Modern Men.
 He horrified the idealists and erudites when he said:

"Nature holds in her hand a certain substance always of the same consistency, which she incessantly moulds and remoulds, creating from this substance men, animals and plants. As she has not broken her mould there is no reason why she should not produce from the same form illustrious modern men as grand in their way as those of ancient times."

He seems almost to have the prophetic vision, when he says in this connection: "Some day we shall be ourselves considered as people of former times and let us hope that, by virtue of the same superstition which we foster as regards the ancients we shall ourselves be admitted in centuries to come. God only knows with what contempt the 'beaux-esprits' of that future period will be treated in comparison to ourselves, though they may perhaps be Americans."

Could Bernard le Bouvier de Fontenelle have seen across the three centuries to this day in February, 1915?

Did he see this day when, in an entirely bizarre civilization his name is on a million tongues?

Did he dream of traveling at seventy miles an hour across the country, of sending messages through space across the widest seas, of talking across a continent, of pictures that have life, of stone that can be moulded like clay and attains the hardness of stone, of a thousand other wonders that would have been considered the dreams of madmen in his day?

Did this mysterious genius, Fontenelle, see these in prophetic vision?

Did he?

BALCONY AT NEW HOTEL OVERLOOKS BANQUET HALL

One of the pleasant nooks of the Fontenelle building is the balcony that overlooks the banquet hall. This balcony opens direct from the "first" floor corridors.

NEW HOTEL OPERATES ITS OWN PRINTING PRESSES

A complete printing plant is installed in a corner just off the banquet serving room of the Fontenelle. All of the ordinary printing required by the hotel, such as menu cards will be done here.

AS the greatest hotel in Nebraska, demanding the best, it was but logical that The New Fontenelle should get the best from the West's greatest stores. Consequently for its furnishings The New Fontenelle came to these stores with its requirements and those requirements were met in a way wholly satisfactory, promptly and efficiently.

THE Brandeis Stores furnished The New Fontenelle with its thousands upon thousands of yards of carpets—carpets enough for its more than 300 rooms—reaching a total of more than 10,000 yards of Axminster and Lowell-Axminster carpets. Brandeis skilled workmen put them down, and all were ready at the time required.

THE Brandeis Stores supplied the linens for the New Fontenelle—the table cloths, the napkins, the towels, the bed-spreads, the bath rugs and the Turkish towels. All these linens were imported direct from Europe especially to meet the requirements of The Fontenelle. Orders were placed and linens shipped despite the war—consequently the linens were in Omaha, all ready to deliver in time for the hotel's opening. The Brandeis Stores also furnished the 770 wool blankets necessary to equip the hotel.

THERE have been no "hitches"—no delays. Orders were promptly filled; goods were delivered when agreed; work was done efficiently, and every promise was fulfilled to the letter. The results are highly gratifying.

THE New Fontenelle hotel merely adds evidence to the well established fact that there is no contract too large for The Brandeis Stores to attempt and faithfully carry to completion.

THE boast of The Brandeis Stores is that there is no contract of such magnitude that it cannot be filled. Their pride is that there is no contract too small to receive the very best attention, the most efficient treatment.

The Baker Ice Machine Co.

FURNISHED THE
 Ice Making and Refrigerating Plant
 For the Fontenelle Hotel



Each dot represents one of our plants doing actual work.

We have built and installed the complete equipment for many of the best hotels in the United States.

Our standard machine is well known for its remarkable efficiency and economy, and its unquestioned value in the betterment of hotel service.

We build high grade Ice Making and Refrigerating Machinery for all purposes.

BAKER ICE MACHINE CO., Omaha, Neb.

Brandeis Stores